

SESSION DESCRIPTION

Monday, November 7, 2005

7:30 - 8:30 am Registration & Continental Breakfast

8:30 - 10:15 am Opening Session

Welcome: Lt. Governor Rick Sheehy, Chair, Nebraska Partners in Prevention

Opening: Don Coyhis, President and Founder, White Bison, Inc.

“Creating Social Change: Traditional Teachings for the Present and Future”

The Sacred Hoop was born from a vision in 1994, not long after Miracle, the white buffalo calf, was born on August 20 in Janesville, Wisconsin. In that vision, an Indian man saw a willow sapling lose its leaves and form itself into a circle. One by one, eagle feathers began to arrive from each of the four directions to attach themselves to the willow hoop. He saw in his vision that each of the quadrants of the Hoop was painted a different color: Red in the east, Yellow in the south, Black in the west, and White in the north. A hoop just like in his vision was built in a sweat lodge over a weekend in May of 1995. On the first day of summer of that year, a multicultural Elders gathering was held to provide prayers for the Hoop and align its purpose to the coming Healing Time. The Elders placed the four gifts of Healing, Hope, Unity and the Power to Forgive the Unforgivable into the Hoop. Don Coyhis, Mohican nation, will open the Institute with an inspirational recounting of the origins of the Sacred Hoop, and tell how prophecy and traditional teachings truly do align to make this the long-awaited “Healing Time.”

Keynote: Dr. Don Vereen, Special Assistant, National Institute on Drug Abuse

“Brain Research on Addiction and other Behavioral Health Issues”

Understanding how drugs of abuse affect the brain and ultimately behavior is fundamental to understanding drug abuse and addiction. Research indicates that drug abuse is a preventable behavior. Separate, but related, is drug “addiction.” It is 1) a brain disease that is treatable, 2) a disease that tends to first develop in adolescence, and 3) a disease that results from multiple factors. This presentation will explore human motivation and reward through a discussion of the neurobiology of these topics. Included will be a review of the research indicating the changes that occur in the human brain after repeated drug use, and a discussion of related behavior challenges. Ultimately, an actual picture of what drug prevention is about will be presented.

10:15 am Break

SESSION DESCRIPTIONS

10:30 - 11:45 am Session I

I.A.: Dr. Don Vereen, Special Assistant, National Institute on Drug Abuse
“Drug Abuse & Addiction Research: An Antidote to Stigma and a Basis for Policy”

The understanding of and response to public health problems is dependent on data and knowledge generated by biomedical research. Drug abuse and addiction are often thought of as social problems, or criminal justice issues, or public safety challenges. The health aspect is often ignored, resulting in policies that are not informed by health research. Biomedical research from the past 30 years on drug abuse and addiction offers a clear explanation and the answers to such basic questions as: “Why do people take drugs in the first place?” Research provides concrete findings for policy makers, health care professionals, and the general public to use, ultimately, to prevent drug abuse and addiction.

I.B.: Don Coyhis, President and Founder, White Bison, Inc.

“The Wellbriety Movement: Going from Survival to Thriving for Individuals and Communities”

Wellbriety means to be both sober and well. It means to have come through recovery from chemical dependency and to be a recovered person who is going beyond survival to thriving in his or her life and in the life of the community. The Well part of Wellbriety means to live the healthy parts of the principles, laws and values of traditional culture. It means to heal from dysfunctional behaviors other than chemical dependency, as well as chemical dependency itself. This includes co dependency, adult-child-of-an-alcoholic (ACOA) behavior, domestic or family violence, gambling, and other shortcomings of character. The Wellbriety movement teaches that culture is prevention of chemical dependency and other dysfunctional behaviors. Recovery, Treatment, Intervention and Prevention are not separate and unrelated parts of healing from chemical dependency but rather doors that a person can walk through to enter his or her own healing process, immediately connecting to the other three. Attendees will be introduced to the Healing Forest Model, and other key elements of Wellbriety.

I.C.: Dan Dubovsky, FASD specialist for SAMHSA’s FASD Center for Excellence

“Fetal Alcohol Spectrum Disorders: A Personal Account of Recognizing and Intervening with Individuals Affected by Prenatal Alcohol Exposure.”

FASD is an umbrella term describing the range of effects that can occur in an individual whose mother drank alcohol during pregnancy. Each year, as many as 40,000 babies are born with an FASD, costing the Nation about \$4 billion. Individuals with FASD face an elevated risk of mental health and substance abuse disorders, due to genetic vulnerabilities and multiple stressors. Cognitive impairments caused by FASD, such as problems following directions, can hinder treat-

SESSION DESCRIPTIONS

ment. Misdiagnosis is a common problem. People with FASD may be diagnosed with disorders such as ADHD, autism, oppositional defiant disorder, and conduct disorder, while FASD is missed. Symptoms of FASD can mimic those of other disorders, but the underlying cause and treatment approaches are quite different. People with FASD who slip through the cracks face serious risks, ranging from inappropriate treatment to unemployment, psychiatric hospitalization, homelessness, imprisonment, and death. A diagnosis can yield immeasurable benefits by replacing frustration with understanding and by putting individuals on the road to achieving the best possible outcomes. Dan Dubovsky will share his clinical and personal experiences of raising an alcohol-affected child, provide insights into strategies for assisting individuals with an FASD achieve the best possible outcomes, and emphasize the importance of an early and correct diagnosis.

12:00 pm

Lunch

1:00 - 2:00 pm

Plenary Session

Keynote: Dr. Merrill Singer, Director of Research, Hispanic Health Council
“*Syndemics: A Framework for Understanding and Addressing Complex Public and Social Health Problems*”

The traditional biomedical approach to disease is characterized by an effort to diagnostically isolate, study, and treat diseases as if they were distinct entities that existed in nature separate from other diseases and independent of the social contexts in which they are found. As the compendium of knowledge on diseases has advanced, however, it has become increasingly clear that diseases do not necessarily exist in isolation from other diseases and health conditions, that disease interactions are of considerable importance to disease course and consequence, and that the social conditions of disease sufferers are critical to understanding the spread of disease, its expression, and health impact at the individual and population levels. The term syndemic was developed to address growing recognition of intersection of diseases with each other and with social conditions. This presentation will examine the utility of this concept in understanding and responding to the challenges of substance abuse and various co-morbid and intertwined conditions and social factors.

2:15 - 3:30 pm

Session II

II.A.: Dr. Merrill Singer, Director of Research, Hispanic Health Council
“*Emergent and Changing Drug Use: Building a Community Response*”

Drug use behaviors, populations, and context are dynamic, and to some degree in constant flux. Prevention and treatment programs, however, have a tendency to become static and out of touch with changing behaviors, populations of users, and drug-use related risk. This presentation focuses the importance of developing research-based drug use monitoring as an approach for “early bird” spotting of

SESSION DESCRIPTIONS

changes in drug use and building appropriate community-level responses. This approach is illustrated by efforts to monitor and address a growing PCP epidemic among adolescents and young adults and an emergent “virgin territory” methamphetamine epidemic.

II.B.: Dr. Larry Burd, Director, North Dakota Fetal Alcohol Syndrome Center
“The Costs and Prevalence of Fetal Alcohol Spectrum Disorder: Determining and Reducing Risk Factors”

This presentation will discuss fetal alcohol syndrome within the context of a state public policy agenda, and will include cost-estimates of the financial impacts of fetal alcohol syndrome on the state level. Particular emphasis will be given to the identification of a causal chain of risk factors resulting in the birth of a child with fetal alcohol spectrum disorder. The presentation will emphasize the development of state capacity for early recognition of potentially preventable factors and will also discuss the development of multi-agency strategies for prevention, early identification, and successful intervention.

II.C.: Loretta Wyrick Severin, Kansas Methamphetamine Prevention Project
“One State’s Comprehensive Response to Meth Prevention”

Established in 2002, the Kansas Methamphetamine Prevention Project provides resources and strategies for addressing the methamphetamine problem in Kansas communities and across the nation. This session will cover the formation of the Project, including the development of statewide partnerships and the key role of a statewide prevention infrastructure. Lessons learned, methamphetamine prevention strategies and community resources will also be discussed.

3:30 pm

Break

3:45 - 4:45 pm

Plenary Session

Keynote: David Marcus, Pulitzer Prize-Winning Education Reporter and Author of “What it Takes to Pull Me Through”

“What Middle and High Schoolers Want to tell You—But Probably Won’t”

Millions of parents struggle to grasp what goes on in their kids’ heads, on their computers, and among their friends. As an education correspondent for U.S. News & World Report, David L. Marcus wrestled with similar questions while reporting on the welter of pressures American teenagers now face – a resurgent drug culture, proliferating temptations and threats on-line, skyrocketing suicide rates (three times higher than in the 1960s). While uncovering the circumstances that can lead kids to drug use, violence, eating disorders, suicide attempts, and promiscuity, Marcus gleaned insights into the teenage mind. His plenary will share those insights, as well as warning signs to watch for, possible remedies, and approaches that parents, schools and communities can use to help America’s twenty-nine million adolescents.

SESSION DESCRIPTIONS

4:45 pm

Break

6:00 - 9:00 pm

Reception

Keynotes: Beverly Watts Davis, Director, Center for Substance Abuse Prevention,

Substance Abuse and Mental Health Services Administration

“A Federal Update in Building State and Local Capacity to Address Substance Abuse”

The Substance Abuse and Mental Health Services Administration (SAMHSA) has adopted a Strategic Prevention Framework approach for building community capacity to effectively address substance abuse and related problems. Beverly Watts Davis will provide a brief overview of this framework, and describe federal efforts to assist States and communities to build infrastructure to enhance community well-being.

Ruth McCambridge, Editor in Chief, *“The Nonprofit Quarterly”*

“A National Call to Action for Building Nonprofit Infrastructure”

In 2004, the Nonprofit Quarterly issued a national call to action for funding to support national nonprofit infrastructure at every level. Ruth McCambridge will discuss how ground-level individual nonprofits, the networks they are a part of, and the organizations that support them comprise a combined central nervous and circulatory system critical for the achievement of improved community outcomes.

Aideen McGinley, Permanent Secretary, Department of Culture, Arts & Leisure, Northern Ireland Government *“Making Hope and History Rhyme: A Model for the Nonprofit Role in Active Democracy”*

Aideen McGinley has served as a civil servant in Northern Ireland during its most turbulent years. As a former Community Services Officer and now Permanent Secretary for Culture, Arts and Leisure, she has first-hand experience in how non-governmental organizations have made a remarkable contribution to the development and building of Northern Ireland’s government—in active partnership with its population. She will share lessons and ideas for how the American nonprofit sector can also play an important role in putting the passion back in politics through engaging people and assisting in the negotiation of power.

SESSION DESCRIPTIONS

Tuesday, November 8, 2005

7:30 - 8:30 am Registration & Continental Breakfast

8:30 - 10:15 am Opening Session

Welcome: **Mary Ann Solberg**, Deputy Director, Office of National Drug Control Policy

“Positive Community Change Through Coalitions”

Keynote: **Dr. Harold Holder**, Prevention Research Center, Pacific Institute for Research and Evaluation

“Alcohol and the Community: A Systems Approach for Preventing Alcohol Abuse”

This presentation will discuss environmental approaches to prevention. A five-year national community trial to prevent alcohol-involved injuries and deaths will be used as a case study. This project involved 3 experimental communities and 3 matched comparison communities in a true partnership of community organization and research-driven prevention intervention in four areas: drinking and driving, responsible beverage service, underage sales, and alcohol access. The effects of this trial—which included reductions in sales of alcohol to youth, drinking and driving crashes and violent assaults—were published in the Journal of the American Medical Association, November, 2000.

10:15 am Break

10:30 - 11:45 am Session III

III.A.: **Dr. Harold Holder**, Prevention Research Center, Pacific Institute for Research and Evaluation

“The Costs/Benefits of Alcohol and Drug Treatment”

This workshop will discuss research findings concerning papers on alcoholism and drug abuse treatment, specifically cost/offset (the potential of substance abuse treatment to lead to reductions in overall health care costs that can reduce or offset the cost of treatment itself). These studies have involved study populations in California, the mid-west, and the United States government (federal civilian employees). Overall research has found that initiation of substance abuse treatment produces important savings in other general medical care for clients of these programs.

SESSION DESCRIPTION

III.B.: Sue Thau, Community Anti-Drug Coalitions of America

“Impacting Public Policy through Education and Advocacy”

This session will focus on how the substance abuse prevention field can get on the “radar screen” of elected officials at all levels of government. Participants will learn: 1) Why we need to be better advocates for prevention; 2) How to best make our case; 3) To whom to make our case; and 4) When to make our case. Participants will leave with the tools needed to be effective advocates for prevention and the ability to cultivate more elected officials as true champions for prevention.

III.C.: Aracelis Gray, The Finance Project

“Planning for Sustainability: Keys to Success”

This workshop will introduce participants to a framework for thinking about and engaging in a sustainability planning process to sustain their substance abuse prevention efforts over time. Participants will gain insights into the key elements that need to be in place to sustain their work, including having a clear understanding of their sustainability goals, developing a strategic financing plan, building community support and organizational capacity and writing a sustainability plan that effectively presents major strategies and implementation steps in a clear and compelling way. This workshop will provide participants information on how to get started in a sustainability planning process and the needed tools to strategically consider how to best position their work to ensure its sustainability moving forward.

12:00 pm

Lunch

1:00 - 2:00 pm

Plenary Session

Keynote: Dr. Mindy Fullilove, Professor of Clinical Psychiatry and Public Health, Columbia University; Research Psychiatrist, New York State Psychiatric Institute

“Root Shock: The Impact of Community Destruction and Disintegration on the Health Status of People”

Community disorganization is a known contributant to substance abuse and other social and public health issues. Dr. Fullilove’s research on “place” and “displacement” has chronicled the phenomenon that takes place when a neighborhood is destroyed: “root shock,” a traumatic stress reaction related to the destruction of one’s emotional ecosystem. The ripple effects of root shock have an impact on entire communities that can last for decades. Dr. Fullilove argues powerfully that the twenty-first century will be one of displacement and of continual demolition and reconstruction, and that acknowledging the damage caused by root shock is crucial to coping with its human toll and building a road to recovery. Her session will provide not just a critique of previous urban renewal and land use policies, but ways to respond and prevent this major source of social and health problems in our time.

SESSION DESCRIPTIONS

2:15 - 3:30 pm

Session IV

IV.A.: Dr. Ann O’Leary, Division of HIV/AIDS Prevention, U.S. Centers for Disease Control and Prevention

“Community-Based Approaches to HIV/AIDS Prevention”

The spread of infectious disease such as HIV is a serious issue that has been associated with substance abuse. Research has found that community-level interventions are a promising approach for preventing the spread of HIV infection. These types of interventions typically combine the use of mass media messages (e.g., TV or radio) and/or “small media” materials (e.g., flyers, newsletters) with outreach by program staff or peer volunteers who engage community members in discussion about HIV and call attention to or reinforce the prevention messages in the media. Community-level interventions complement individual counseling and small group interventions because they seek to change the attitudes, norms, and behaviors of entire communities. These approaches recognize that local values, norms, and behavior patterns have a significant effect on shaping an individual’s attitudes and behaviors. As safer sex norms diffuse through a community they shape the behavior of individuals, including those who have not been reached directly by the intervention. These shifts in norms bring about the large-scale changes that are necessary to sustain behavior change at the community level. Psychologist and social cognitive theorist Ann O’Leary will help attendees learn how community-level interventions can change community norms and provide an opportunity for the diffusion and ongoing support of reduced risk behavior.

IV.B.: Sharie Cantelon, Office of Juvenile Justice and Delinquency Prevention & **Johnnetta Davis-Joyce**, Pacific Institute for Research and Evaluation

“Translating the Lessons of Prevention Science into Practice: Enforcing Underage Drinking Laws”

Underage drinking cost the citizens of The United States \$61.9 billion in 2001. Health, social, and economic problems result from the use of alcohol by youth. Underage drinking is a causal factor in a host of serious problems, including homicide, suicide, traumatic injury, drowning, burns, violent and property crime, high risk sex, fetal alcohol syndrome, alcohol poisoning, and need for treatment for alcohol abuse and dependence. Young people who begin drinking before age 15 are four times more likely to develop alcohol dependence and are two and a half times more likely to become abusers of alcohol than those who begin drinking at age 21. In 2000, 73,752 youth 12- 20 years old were admitted for alcohol treatment in the United States, accounting for 9% of all treatment admissions for alcohol abuse in the country. The Underage Drinking Enforcement Training Center was established by the Office of Juvenile Justice and Delinquency Prevention (within the U.S. Department of Justice) to support its Enforcing Underage Drink-

SESSION DESCRIPTIONS

ing Laws Program. The Center's mission is to provide science-based, practical, and effective training and technical assistance services to States and communities working to combat underage drinking through law enforcement and environmental strategies. This session will help attendees to use the prevention science gleaned from years of research into concrete actions communities can take to enforce underage drinking laws.

IV.C.: Dr. Mark Leach, Management Assistance Group

"Building Collaborative Relationships to Achieve Positive Social Change"

Complex social problems, such as substance abuse, usually defy solution by any single organization or governmental department. Long-term, multi-organization collaborations are increasingly being used to bring together the resources, perspectives, legitimacy and skills needed to address such problems. This interactive workshop will draw on existing literature, an analysis of cases, and participants' own experience to identify key elements in the successful start-up, governance, leadership and funding of multi-organization collaborations for social problem solving.

3:30 pm

Break

3:45 - 4:45 pm

Plenary Session

Keynote: Frank Sesno, Political Analyst and Professor of Public Policy and Communication at George Mason University, former Washington D.C. Bureau Chief for CNN (Cable News Network)

"Media and Addiction: How Decision Makers Decide What the Public Will See, Hear and Read"

Perceptions about substance abuse and addiction are heavily influenced by the media. These perceptions frequently guide human behavior, private and public practices, and public policy. How do the decision makers in the media decide what is news and what is not? How do they decide what the public will see and hear and read? Is there a bias that interferes with responsible reporting? Whose opinion counts most? This discussion has never been more timely, and few are in a better position than Frank Sesno to offer insights into the people and decision making behind the news.

4:45 pm

Adjourn